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CONFIRMATION NO. 9566

| SERIAL NUMBER | FILING or 371(c) DATE RULE | CLASS | GROUP ART UNIT | ATTORNEY DOCKET NO. |
|---------------|----------------------------------|-------|----------------|---------------------|
| 09/767,431 | | 705 | 3629 | US20000181 |

APPLICANTS

Charles L. Jones, Stevensville, MI;

** CONTINUING DATA *****

** FOREIGN APPLICATIONS *****

** IF REQUIRED, FOREIGN FILING LICENSE GRANTED **

03/02/2001

| Foreign Priority claimed | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | <input type="checkbox"/> Met after Allowance | STATE OR COUNTRY | SHEETS DRAWINGS | TOTAL CLAIMS | INDEPENDENT CLAIMS |
|--------------------------------|---|--|------------------|-----------------|--------------|--------------------|
| 35 USC 119(a-d) conditions met | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | | MI | 7 | 22 | 4 |

ADDRESS

WHIRLPOOL PATENTS COMPANY - MD 0750
 500 RENAISSANCE DRIVE - SUITE 102
 ST. JOSEPH, MI 49085
 UNITED STATES

TITLE

Brand equity system and method of increasing the same

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|----------------------------|---|--|
| FILING FEE RECEIVED 826 | FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following: | <input type="checkbox"/> All Fees |
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